

Gentlepeople:

I am writing to urge the FCC to reject the NAB's Petition # 04-160. The listening public has suffered significantly over the last few years because of the lifting of the radio station ownership restrictions. Consumers have significantly less ownership choices since these rules have been lifted. Local radio content is becoming homogenous rather than diverse.

With only a few companies owning most of the radio stations in each market, the number of commercial minutes during peak listening hours have dramatically increased. This coupled with the lack of diverse programming have caused many to search for listening alternatives including MP3 players, CD players and now satellite radio. The passage of 04-160 would only exacerbate the problem.

There are significant public policy reasons to reject Petition # 04-160:

- (1.) Allowing additional local choices enhances competition in the local market, which can only benefit the consumer;
- (2.) Accurate local traffic reporting reduces fuel consumption and decreases our reliance on foreign oil sources--especially important NOW; and
- (3.) Having a satellite radio platform that is able to deliver local emergency content enhances public safety.

Assuming that the radio ownership rules are here to stay, these problems caused by these rules will only be solved by encouraging more companies, not less, to provide local content. Therefore, Petition # 04-160 must be rejected.

Sincerely,

Art Hyde Jr.